

**PATENT**

Docket No.: DC-01690 (16356.431)

Customer No. 000027683

**REMARKS**

Claims 1, 3-4, 6, 8-10, 12-13, 15, and 17-18 remain in the application. Reconsideration of the application, further in view of the following remarks, is respectfully requested.

**Rejection[s] under 35 U.S.C. § 102**

Claims 1, 3-4, 6, 8-10, 12-13, 15, and 17-18 were rejected under 35 U.S.C. § 102(e) as being anticipated by Henson, U.S. Patent No. 6,167,383 ("Henson").

The PTO provides in MPEP § 2131 that

*"[t]o anticipate a claim, the reference must teach every element of the claim...."*

Therefore, with respect to claims 1 and 10, to sustain this rejection the Henson patent must contain all of the above claimed elements of the respective claims. As presented, claims 1 and 10 clearly articulate the claimed embodiments as distinguished over Henson. Contrary to the examiner's position that all elements are disclosed in the Henson reference, the latter reference does not disclose an interactive upsell advisor that provides an upgrade now user selectable cart option on the cart web page, wherein responsive to selection of the upgrade now user selectable cart option of the upsell advisor, the upsell advisor updates the customer configured computer system configuration per the upsell recommendation and provides a price reflecting acceptance of the upsell to the cart webpage.

In other words, the upsell recommendation can be directly accepted by a user via selection of the upgrade now user selectable cart option of the interactive upsell

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advisor. Selecting the upgrade now user selectable cart option causes the upsell advisor to directly change the customer configured computer system configuration to include that of the upsell recommendation. As a result, no additional user intervention is required to change the configuration into that of the upsell recommendation. In contrast, the merchandising messaging of Henson provides informational content only and requires the user to edit the configuration via an EDIT selection and additional steps.

Therefore, the rejection is clearly not supported by the Henson reference and should be withdrawn.

Accordingly, claims 1 and 10, are allowable and an early formal notice thereof is requested. Dependent claims (3, 4, 6, 8 and 9) and (12, 13, 15, 17, and 18) depend from and further limit independent claims 1 and 10, respectively, and therefore are allowable as well.

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Accordingly, withdrawal of the final action and an early Notice of Allowance is  
courteously solicited.

Respectfully submitted,



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